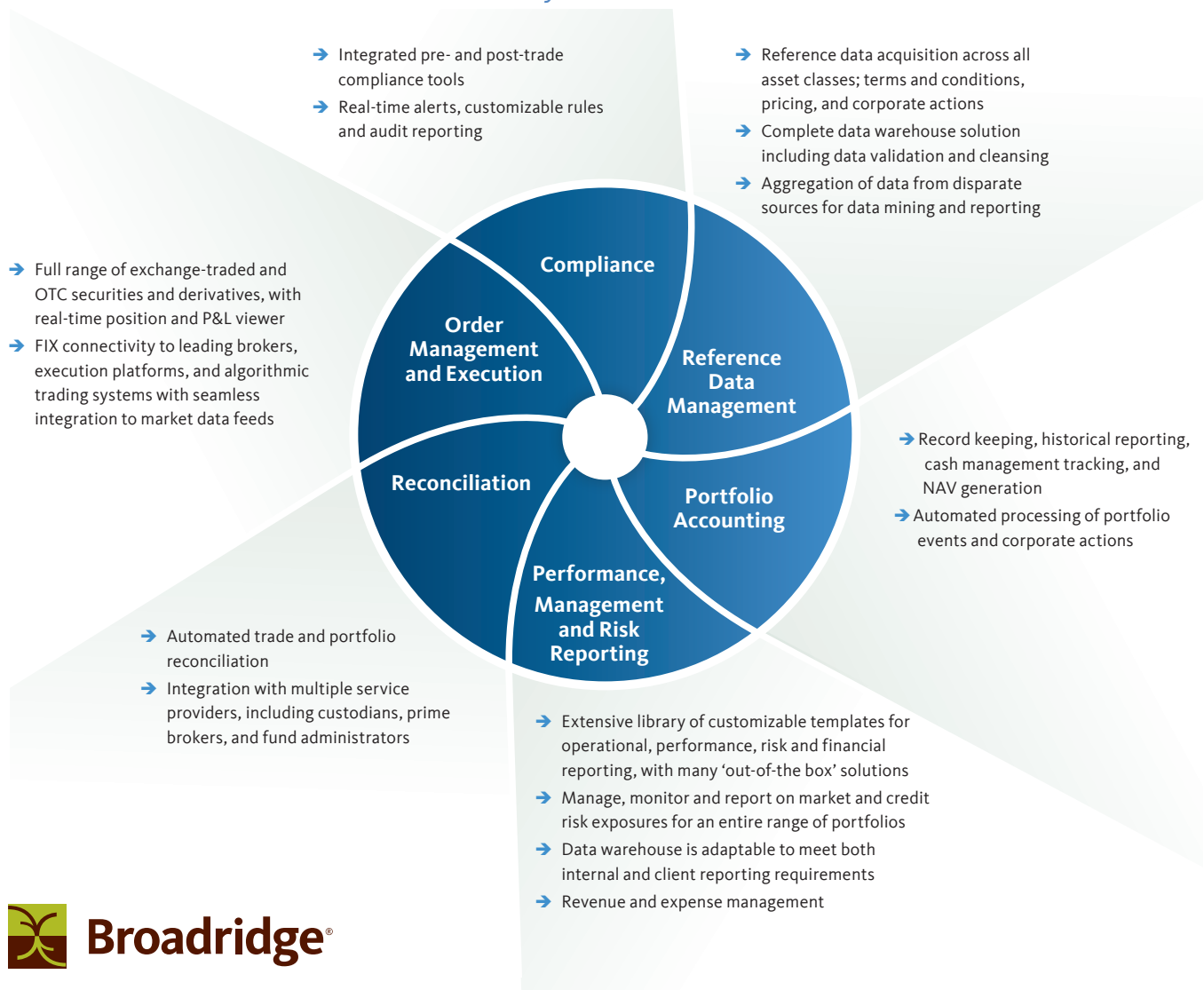


# Solutions for Asset Managers

Today's asset managers are at a critical juncture: regulatory scrutiny is intensifying, margins are narrowing, and competition is growing as different industry segments converge. These pressures are leading many top executives to rethink their operating models — and the technology and services that support them. Established asset managers seek to increase efficiency by streamlining multiple vendor relationships, while others require technology support for new product lines. Emerging managers require a complete technology and infrastructure solution.

Broadridge's integrated, front- to back-office solution offers a cost-effective option. It handles all functions through a comprehensive platform with a central data warehouse, including order management, trading, compliance, portfolio accounting, performance measurement, risk management, analytics and reporting. Broadridge has proven success providing multi-asset class, 24/7 service and support to over 225 clients around the world.

## Institutional Platform with Full Functionality



## Easily Deployed Hosted and Managed Service Offering

Broadridge is a fully hosted, easily deployed SaaS solution for asset managers combining mission-critical trading and portfolio accounting applications with support for compliance, risk management, and investment operations, all delivered on a comprehensive technology platform. Broadridge automates each step of a trade's life cycle as it moves through the front- middle- and back-office, giving portfolio managers, traders, operations staff, and executives transparency and control through customized "dashboards" and other functions tailored for their differing needs.

Broadridge provides 24/7 technical support and maintenance through a private cloud running on servers at SSAE 16 certified global data centers, and backed up by a mirrored "hot site" disaster recovery and business continuity infrastructure. Broadridge solutions can be deployed as a managed service, SaaS, technology or staff replacement in virtually any combination.

## About Broadridge

Broadridge provides next generation investment management, reference data and risk solutions to address the real-time, front-to-back-office needs of hedge funds, asset managers, fund administrators, and prime brokers.

Our multi-asset class solutions help simplify the management of complex instruments and strategies, improve operational efficiencies, and help lower the costs of managing multi-prime hedge funds.

## Why Broadridge?

- Exclusive focus on financial services
- A trusted, neutral partner — Broadridge does not execute, custody, finance, or serve as an administrator
- NYSE-listed company with a strong balance sheet, investment grade rating, more than \$3 billion of market capital, and \$2 billion in revenues
- Significant relationships with 800+ financial services firms and 2,000+ corporations globally who trust and respect our neutrality
- 100% of the top ten Canadian financial services firms use Broadridge solutions
- Serving 70% of the primary dealer market and processing an average of more than \$4 trillion in fixed income trades daily
- Global support model with capabilities in more than 50 countries
- 10,000+ associates located in 20+ major offices globally

**Bottom Line Benefits**

**Scalable**  
Comprehensive platform; only one vendor to call for all services  
Wide-ranging solution; suitable for start-ups to large asset management complexes

**Easy**  
"Turn-key" implementation; business disruption minimized

**Reliable**  
Robust platform; thoroughly tested and backed up in multiple locations

**Efficient**  
Fully hosted or managed service; operational performance maximized with no need for investment in hardware or upgrades

**Flexible**  
Integrated solution; connections with leading market providers and third-party technology vendors

**Neutral**  
Conflict free provider; unaffiliated with any administrator or custodian and does not profit from client order flow in any way

**Established**  
True business partner; backed by Broadridge, an NYSE-listed financial technology company trusted by 8 of the 10 largest global investment banks



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